

## **PRIVACY POLICY**

Taco Time Northwest is committed to protecting the privacy of our visitors. This Privacy Policy discloses how we collect, protect, and use information you provide us online, as well as how we protect children's privacy. By using the pages on this Site, you are accepting the practices described in the Privacy Policy.

If our policy practices change in the future, we will let you know by posting the policy changes on the Site. However, we will treat all personal information we collect in accordance with the privacy notice in effect at the time the information is collected.

### **What does this policy cover?**

This Privacy Policy covers the use of the website located at <http://www.Taco Time NW.com> and the services provided by Taco Time Northwest, including how the Site treats personal information that it collects and receives. This policy does not apply to the practices of third parties that the Site does not own or control, or individuals that the Site does not employ or manage.

### **What data and information do we collect?**

When you visit the Site, in order for us to provide you with the products or services that you have requested, you may be asked to provide us with personally identifiable information. For example, when you order a product, we may ask you to become a registered user of our site, during which you will be asked for your name, shipping and billing addresses, your e-mail address, and your credit card number or other payment-related information. If you request one of our newsletters or send an inquiry to one of our customer service representatives, we will also store a record of your request along with your e-mail address. In addition, our Web servers track various technical details about your visit, such as your computer's IP address and which pages you visited. However, that information does not typically contain any personally identifiable information about you. When you order a gift certificate you are given the opportunity to include the name and a message for the party receiving the gift certificate. This information is only captured as part of this specific order process and is not stored.

### **How is the information being used?**

The information we collect is used to provide the products and services that you have requested or that we think you might have an interest in. It is also used to improve the content of the Site, to notify you of problems with your requests, or to update you about changes to the Site.

### **With whom do we share your information?**

In order to operate this Site and in order to provide you with the products and services you have requested, we occasionally need to share information with third parties. We may transmit your personal information to service providers who assist us in processing orders, shipping products to you, processing your payment information.

### **How do I access, update, or delete my personally identifiable information?**

If you are a registered user of the Site, you can manage many aspects of your registration information. For security reasons, however, some parts of your personal information may not be changed online and may require you to call or write to us in order to verify your identity before such changes can be made. The online registration area will also permit you to exercise control over the use of your e-mail address, allowing you to opt-out of future e-mail messages from the Site. Unfortunately, due to various legal and recordkeeping requirements, we may be required to maintain records about your purchases or other activities on this website. However, you will always be permitted to opt-out of any marketing uses of information stored about you. If you prefer to manage your personal information via other means, you may contact us by postal mail at:

Taco Time Corporate Office  
Attn: Marketing  
3300 Maple Valley Highway  
Renton, WA 98058-2800

### **What information will be disclosed if required by law?**

If required by law, we may provide any and all information we have about you to law enforcement or other government agencies, pursuant to a subpoena, warrant, or other order by a court of competent jurisdiction. In all cases, we will require written documentation of the request, proof of the identity of the law enforcement official making the request, and we will take steps to authenticate the validity of the request. Any law enforcement or government agency request submitted with less than a court-issued order will be evaluated on a case-by-case basis according to the need and urgency, as well as the particular law enforcement agency making the request.

### **What are cookies and how do we use them?**

A cookie is a block of text placed in a file on the user's hard drive by a website you've visited. These types of cookies cannot identify an individual user specifically, such as by name or address, unless the cookie data is attached to personally identifiable information such as online registration. TacoTimeNW.com uses cookies to observe our site visitor's navigation throughout the Site. This helps us to identify ways to improve your experience. TacoTimeNW.com also uses a session cookie, which is a piece of identification between your browser and our server, which helps to do things like keep track of the items in a user's shopping cart, and other

information. The shopping cart cookie is saved for a designated period of time in case the user's session expires or he or she returns to complete a purchase within that time frame.

**What choices are available to you regarding the collection, use and distribution of the information and how you can correct any inaccuracies in information?**

If you do not want to receive e-mail from us in the future, please let us know by calling, sending an email, or by writing to us at the above postal address and telling us that you do not want to receive e-mail from our company. If you provide us with your e-mail address, you may receive messages about your order status, issues regarding the operations of the Site, and messages from subsidiaries of TacoTimeNW.com and other companies with operational relationships to TacoTimeNW.com. You may modify your e-mail preferences by calling 425-226-6656 or, if you are a registered member at TacoTimeNW.com, you may change them in the "My Account" section.

**SECURITY**

**What kind of security procedures are in place to protect the loss, misuse, or alteration of information under our control?** *We value your business and are committed to doing everything possible to make our online ordering process secure.*

**Secure Ordering Process**

Any credit card information you enter on the Site is strongly encrypted by industry-standard protocol, SSL (Secure Sockets Layer). The Site uses SSL to communicate with secure browsers like Mozilla Firefox and Microsoft Internet Explorer. These browsers encrypt your credit card and personal information in a way that makes it extremely difficult for anyone to intercept and misuse the information while it is being transmitted between your computer and our server. Don't worry if your browser is secure or not - if it is insecure, you will not be able to purchase on our online store.

Once you have completed your order online, our security procedures do not end. We take appropriate precautions to protect the security and privacy of the information stored on our computer networks. Many of the systems which store your personal information are not connected to the Internet, reducing the likelihood of security breaches. Our systems are also housed in secure facilities, and access to your data by our employees is limited to a "need to know" basis, controlled by password protected systems, and monitored for abuse. As an added precaution, credit card information is not stored at all in our databases.

**CHILDREN'S PRIVACY NOTICE**

The Children's Online Privacy Protection Act of 1998 (COPPA) protects the personal information of children under the age of 13. This applies to individually identifiable information about a child that is collected online, such as full name, home address, email address, telephone

number, or any other information that would allow someone to identify or contact the child. COPPA also covers other types of information—for example, hobbies, interests, and information collected through cookies or other types of tracking mechanisms—when they are tied to individually identifiable information. It is important for you to understand this law; we encourage you to read more about COPPA.

Taco Time Northwest is committed to providing a safe, secure, and fun online experience for children who visit the Site. We are dedicated to safeguarding any personal information collected online and to helping parents and children have positive experiences on the Internet. Consistent with COPPA, we will never knowingly request personally identifiable information from anyone under the age of 13 without prior verifiable parental consent.

Younger visitors should always check with their parents or guardians before entering information on any website and we encourage families to discuss their household guidelines regarding the online sharing of personal information.

### **What Personal Information Does Taco Time Northwest Collect?**

We offer many features on our Site that do not require a child to provide any personal information. On occasion, however, we may collect personal information, such as an email address, from children as part of an activity. For example, entry into our Kid's Club.

We will not collect other personal information from a child under the age of 13, such as a postal address or telephone number, without the consent of a parent or guardian. If parent or guardian consent is required, we will collect the email address of the parent or guardian so we can provide notice of our information practices and/or seek the parent's or guardian's consent.

Taco Time Northwest will not condition a child's participation in any online activity on the child's disclosure of more personal information than is reasonably necessary to participate in that activity.

### **How Does Taco Time Northwest Use the Personal Information It Collects?**

We use email addresses submitted by a child in order to send notifications (such as birthday gift coupons). We use the email address of a parent or guardian in order to provide the parent notice of our information practices or to seek the parent's or guardian's consent.

### **Requests from Parents or Guardians Regarding Our Children's Privacy Practices**

Parents or Guardians may review personal information we have collected from their child that has not been deleted, and can request that the personal information be deleted from our records if it has not been already. Parents or Guardians also may refuse to permit further collection or use of their child's personal information, when the parent or guardian has

previously provided consent. To do so, please contact us at the address, telephone number or email address provided below with your request.

Parents or Guardians can revoke their consent and ask that information about their children be deleted from the Site by contacting our offices by one of the methods below. To do this, or to review personal information collected from children, we must verify the identity of the requesting parent. When a parent revokes consent, we will stop collecting, using, or disclosing information from that child.

To respect the privacy of parents and guardians, information collected and used for the sole purpose of obtaining verifiable parental consent or providing notice is not maintained in retrievable form by the Site if parental or guardian consent is not obtained after a reasonable time.

Taco Time Northwest believes it is good policy not to collect more personally identifiable information from children under 13 than is necessary for them to participate in our online activities. In addition, be aware that all sites that are targeted to children under 13 are prohibited by law from collecting more information than they need.

### **Links to Other Web Sites and Services**

This Site may be linked to other sites and services that are not maintained by Taco Time Northwest. These websites have their own privacy policies, which you should review prior to visiting them. We have no responsibility for linked websites and provide these links solely for the convenience and information of our visitors.

### **Changes in this Privacy Policy**

We reserve the right to modify this policy at any time, so please review it frequently. If we make material changes to this policy, we will notify you here, by email, or by means of a notice on our home page.

### **Contacting us about privacy concerns**

If you have any questions, feel free to contact us at:

Taco Time Corporate Office  
3300 Maple Valley Highway  
Renton, WA 98058-2800